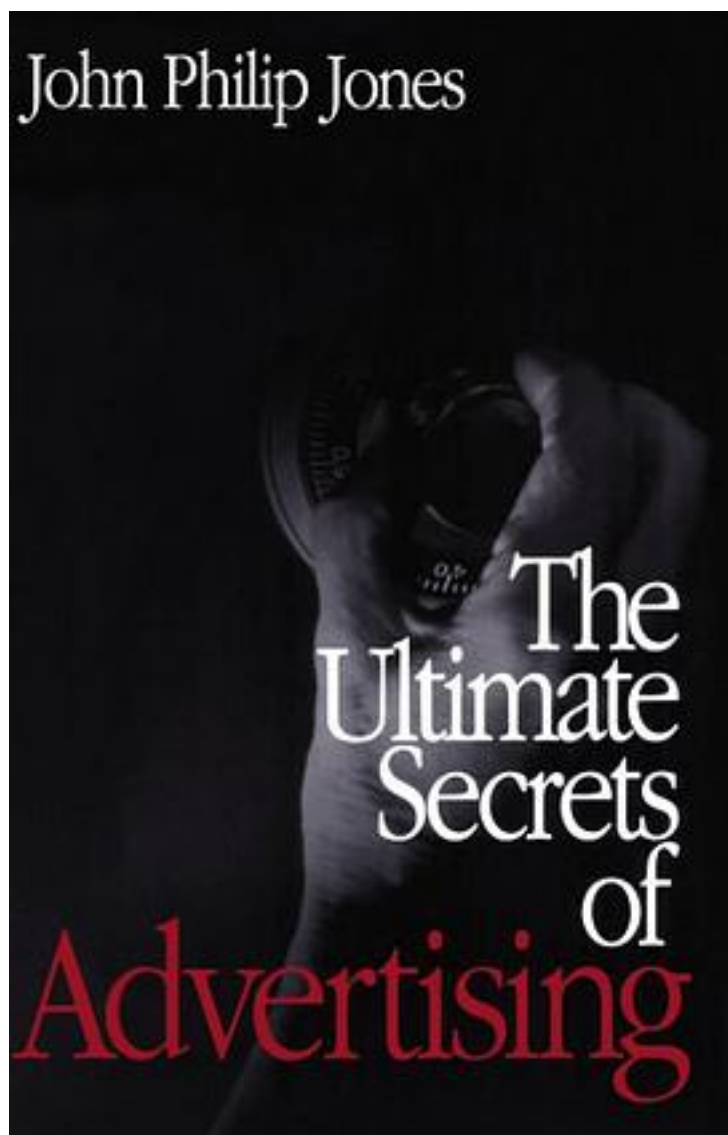


# The Ultimate Secrets of Advertising



[The Ultimate Secrets of Advertising\\_ 下载链接1](#)

著者:Jones, John Philip

出版者:Sage Pubns

出版时间:2002-1

装帧:Pap

isbn:9780761922445

\* Does advertising work? \* How does advertising work? \* How much advertising works?  
\* How can advertising be measured and made accountable? The last question effectively sums up the principal topic of this work. This accountability can only be answered by finding a way of calculating the financial return from advertising during a finite period (factoring out all other influences on the sales of a brand), and comparing this return to the cost of the investment. Based on state-of-the-art research, this work is a thorough study of advertising accountability and the comparison of investment and return. John Phillip Jones analyzes and clarifies the latest research into terms that professionals and students can use. He provides answers to the principal questions facing advertising professionals today, setting out a methodology that covers the creative process, budgets and media with the ultimate goal of the measurement of effect. This volume makes an excellent research aid that will enhance skills and assist in the study of advertising and marketing.

作者介绍:

目录:

[The Ultimate Secrets of Advertising 下载链接1](#)

标签

评论

-----  
[The Ultimate Secrets of Advertising 下载链接1](#)

书评

-----

